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Public Opinion of the Voice of America

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at least 40 percent of the Czech people now listen faithfully to the Voice of America. However, he states, most of these listeners are becoming very embittered by the failure of the VOA to broadcast more than a "prolonged glorification of the beauties and virtues of the U.S.". The Czech people are primarily interested in learning facts about Czechoslovakia, Yugoslavia, and the USSR in particular, and about all the satellites in general. They are unroved by sanguine stories of the ease with which an American worker can buy an automobile. Such reporting, in spite of its credibility, only makes their already dreary lot seem worse by comparison. A shift in the emphasis to factual reporting of the eastern European scene is absolutely necessary in order to prevent the number of listeners from declining drastically in the future.

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